



## Schedule of Events

(as of December 26, 2024)

### ATA Show Hours (Indiana Convention Center)

Wednesday, January 8	8:30am – 6:00pm
Thursday, January 9	8:30am – 6:00pm
Friday, January 10	8:30am – 3:00pm

### Registration Hours (Hoosier Lobby)

Tuesday, January 7	7:00am – 6:00pm
Wednesday, January 8	7:00am – 6:00pm
Thursday, January 9	7:00am – 6:00pm
Friday, January 10	7:00am – 1:00pm

### Exhibitor Set-Up (Halls F-K)

Monday, January 6	7:30am – 8:00pm
Tuesday, January 7	7:30am – 8:00pm
Wednesday, January 8	7:00am – 8:30am
Thursday, January 9	7:00am – 8:30am
Friday, January 10	7:00am – 8:30am

### Exhibitor Move-Out (Halls F-K)

Friday, January 10	3:00pm – 11:00pm
Saturday, January 11	8:00am – 4:00pm

**\*Indicates a separate registration is required**

**\*Archery & Bowhunting Summit education programming (separate registration)**

**Morning Seminar Sessions – included in your registration**

### Monday, January 6, 2025

11:00am – 6:00pm ARRO Hot Show Exhibitor Set-Up

### Tuesday, January 7, 2025

8:00am – 12:00pm	Bow Technician Certification Practicals*
8:00am – 6:00pm	Featured Products Drop Off (Exhibitors)
8:00am – 8:00pm	Innovation Zone Exhibitor Set-Up
9:00am – 4:30pm	ARRO Hot Show
10:00am – 4:00pm	New Product Launch Drop Off
1:00pm – 5:00pm	Bow Technician Certification Practicals*
4:00pm – 6:00pm	New Product Launch Unveiling and Happy Hour

### Wednesday, January 8, 2025

7:30am – 8:30am **Morning Seminar Session:** George Ryals IV / Last Chance Archery — The Magic Key to Archery Consistency: Part 1: Form for Consistency

7:30am – 8:30am	<b>Morning Seminar Session:</b> Tommy Floyd / NASP – NASP: Growing the Sport of Archery
7:30am – 8:30am	<b>Morning Seminar Session:</b> Steven Shipe / Barnes & Thornburg LLP – The Intellectual Property Life Cycle: Patents Creation to Enforcement
7:30am – 8:30am	<b>Morning Seminar Session:</b> Hank Yacek / GearFire -Driving Sales with Smart Retail: Leveraging Data, Vendor Partnerships and BOPIS Strategies
7:30am – 8:30am	<b>Morning Seminar Session:</b> Randy Groff/FL Outdoors -Precision Arrow Building - TAC Vanes & Swhacker Q&A
7:30am – 8:30am	<b>Morning Seminar Session:</b> Aaron Ritter/Latitude Outdoors - The Modern Tree Saddle: Selling Safety in Your Store
8:00am – 12:00pm	Bow Technician Certification Practicals*
<b>8:30am – 6:00pm</b>	<b>ATA Show Hours</b>
10:00am – 10:30am	Seize the Opportunity: LA 2028 Summer Olympic Preparedness *
10:30am – 11:00am	Take a Closer Look: Exploring Archery and Participation Research *
11:00am – 11:30am	Trends in Bowhunting Participation – A Discussion of State Perspectives *
11:00am – 11:30am	Coffee Talk: Nicole Nash / ATA — Make the Most of ATA’s Business Resources
11:30am – 12:00pm	Introducing Texas Parks Department's Innovative Mobile Archery Range: An Out of the Box All-Encompassing Command Unit/Trailer *
12:00pm – 12:30pm	Coffee Talk: Chris Tabone / Celerant — Using Data for Smart Business Decisions
1:00pm – 1:30pm	Coffee Talk: Aaron Ritter / Latitude Outdoors – Modern Tree Saddle Safety
1:00pm – 2:45pm	USA Archery Level 1 Instructor Certification*
1:00pm – 5:00pm	Bow Technician Certification Practicals *
2:00pm – 2:30pm	Coffee Talk: Industry Leader Q&A
2:00pm – 2:30pm	Easing Navigation on State Agency Websites *
2:30pm – 3:00pm	Collaboration is key: how shops and states can work together*
3:00pm – 3:30pm	Coffee Talk: ATA / Dan Forster & State Agency Directors – How do States Spend Archery Federal Excise Tax Dollars?
3:00pm – 3:30pm	What is FET and how Does Everyone Contribute? *
4:00pm – 4:30pm	Where do FET Expenditures Go? *
4:30pm – 5:00pm	Hunt Michigan Collaborative- The Solution to Grow Hunter Participation*
6:00pm – 9:00pm	ATA’s Industry Celebration Event, <i>presented by Mossy Oak</i> with American Country Singer: <b>Tyler Farr</b> , <i>presented by: Buck Commander, Buk Ops, and Barnett Crossbows!</i>

**Thursday, January 9, 2025**

6:30am – 8:15am	Target the Heart Breakfast - <a href="https://www.targettheheart.com/">https://www.targettheheart.com/</a>
7:30am – 8:30am	<b>Morning Seminar Session:</b> George Ryals IV / Last Chance Archery — The Magic Key to Archery Consistency: Part 2: Tuning for Consistency

7:30am – 8:30am	<b>Morning Seminar Session:</b> Mike Meiran / Pnuma Outdoors — Selling Hunting Clothing: Strategies for Success
7:30am – 8:30am	<b>Morning Seminar Session:</b> Celerant — Using POS Data to Manage Inventory
7:30am – 8:30am	<b>Morning Seminar Session:</b> Keith Arnold and Randy Wood / TenPoint Crossbows – How to Maximize YOUR Sales to Crossbow Consumers
8:00am – 12:00pm	Bow Technician Certification Practicals*
8:00am – 1:00pm	USA Archery Level 3 Instructor Certification ( <i>requires Level 1/ 2 completion</i> ) *
<b>8:30am – 6:00pm</b>	<b>ATA Show Hours</b>
9:00am – 11:45am	USA Archery Level 1 Instructor Certification*
10:00am – 10:30am	Coffee Talk: Aaron Scheer & Kasey Bruce / Centershot – Centershot Blue: Reaching Veterans and First Responders
11:00am – 11:30am	Coffee Talk: Will Moulton & Deb Colgrove / ARRO – Not in a Buy Group? Why Not?
11:00am – 11:30am	<b>Get on the Same Page: Understanding the Importance of New Technology and State Regulations *</b>
11:30am – 12:00pm	<b>Unlocking Excitement in Archery and Bowhunting Through Innovative Programming *</b>
12:00pm – 12:30pm	Coffee Talk: Steven Shipe / Barnes & Thornburg — First Steps to Handle an IP Infringement
1:00pm – 1:30pm	Coffee Talk: Chris James / FeraDyne – Bowfishing: How to Create a Second Archery Season
1:00pm – 2:00pm	<b>Panel Discussion: Exploring Archery Programming Options *</b>
1:00pm – 4:00pm	USA Archery Level 2 Instructor Certification*
1:00pm – 5:00pm	Bow Technician Certification Practicals*
2:00pm – 2:30pm	<b>Engage in Archery with Centershot BLUE to Cultivate Trust, Enhance Wellness, and Strengthen Community Bonds*</b>
2:00pm – 2:30pm	Coffee Talk: Eric Griggs and Destany Trent / GAS Bowstrings – Maximizing Your Bowstring Focused Profit Center in 5 Easy Steps
2:30pm – 3:00pm	<b>On Target for Change: Shaping the Future of Hunting and Shooting Sports *</b>
3:00pm – 3:30pm	Coffee Talk: Dan Forster / ATA/US Fish & Wildlife Service – Federal Excise Tax Slippage – A Solution on the Horizon!
3:30pm – 4:00pm	<b>Adaptive Archery: Unite and Empower your Community*</b>
4:00pm – 4:30pm	<b>Why Hunt for Good? The Perspective of a National Marketing Campaign Rollout for Hunter Advocacy*</b>
4:30pm – 5:00pm	<b>Make Your Shop the Go-To Destination for Youth Archers by Getting Your Name on the Map! *</b>

**Friday, January 10, 2025**

7:30am – 8:30am	<b>Morning Seminar Session:</b> Eric Griggs & Cody Hall / GAS Bowstrings — All Things Bowstrings - A Deep Dive into Bowstring Fibers & Construction
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7:30am – 8:30am	<b>Morning Seminar Session:</b> Randy Walk / Former President, Hoyt Archery — Growing a Culture of Innovation
7:30am – 8:30am	<b>Morning Seminar Session:</b> Jeff DeRegnaucourt / RT Insurance — Patents, Cyber Threats and Retail – Preventing Loss in Your Archery Business
8:00am – 12:00pm	Bow Technician Certification Practicals*
8:00am – 1:00pm	USA Archery Level 3 Instructor Certification*
<b>8:30am – 3:00pm</b>	<b>ATA Show Hours</b>
9:00am – 9:30am	<b>Should I Build an Archery Range Here? Discover How to Identify Ideal Locations to Maximize Foot Traffic and Usage*</b>
9:00am – 12:00pm	USA Archery Level 2 Instructor Certification*
9:30am – 10:00am	<b>Expanding Archery-Focused Projects with Innovative Funding Concepts *</b>
10:00am – 10:30am	Coffee Talk: Wayne Piersol / Archery Only – Better Range Profitability with Corporate Events and Equipment Rentals
10:00am – 10:30am	<b>Unlocking Your Project’s Full Potential: The Power of Match Funds and In-Kind Grants *</b>
10:30am – 11:00am	<b>What Type of Archery Range Can Truly Enhance my Community? *</b>
11:00am – 11:30am	Coffee Talk: Dirk Durnham / Phelps Game Balls – Elk Calling Tips and Tricks
11:00am – 12:00pm	<b>You’ve Arrived at the Starting Point for Range Development! *</b>
12:00pm – 12:30pm	Coffee Talk: Casey Christman / The American Archer – Year-Round Whitetails
1:00pm – 1:30pm	Coffee Talk: Kurt Smith / ATA — ATA Bow Technician Certification Q&A
3:00pm – 5:00pm	Featured Products Pick-up (Exhibitors)